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China Dongxiang (Group) Co., Ltd.
中國動向(集團)有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 3818)

**APPOINTMENT OF CHIEF FINANCIAL OFFICER
AND A MEMBER OF EXECUTIVE COMMITTEE**

The board of director (the “**Board**”) announces the appointment of Mr. Hon Ping Cho, Terence (“**Mr. Hon**”) as the chief financial officer and a member of executive committee of China Dongxiang (Group) Co., Ltd. (the “**Company**”) with effect from 13 December 2010.

The Board of the Company announces that Mr. Hon will be appointed as the chief financial officer and a member of executive committee with effect from 13 December 2010.

APPOINTMENT OF CHIEF FINANCIAL OFFICER

Mr. Hon has over 25 years of experience in auditing, accounting, treasury and financial management fields. Prior to joining our Group, he was the chief financial officer of K.Wah Construction Materials Limited, the subsidiary of Galaxy Entertainment Group Limited (Stock code: 0027), a company listed on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) from September 2008, and was in charge of its finance, IT and legal functions. Mr. Hon worked as the group finance director from March 2006 to February 2008 and as the group treasurer and general manager of the finance department from June 2001 to February 2006 of TOM Group Limited (Stock code: 2383), a company listed on the Stock Exchange, and was mainly responsible for its overall corporate finance, treasury and accounting functions. From February 1996 to June 2001, he was the company secretary and head of finance of Ng Fung Hong Limited, a company then listed on the Stock Exchange and is a subsidiary of China Resources Holdings Limited, focusing on investor relations, corporate finance and merger and acquisition activities. Prior to this, Mr. Hon worked with KPMG for more than 7 years since 1985.

Mr. Hon holds a masters degree in business administration (financial services) from The Hong Kong Polytechnic University. He is a fellow member of the Association of Chartered Certified Accountants, a member of the Hong Kong Institute of Certified Public Accountants and a member of the Institute of Chartered Accountants in England and Wales.

The Board would like to extend its warmest welcome to Mr. Hon to join the Company.

By Order of the Board
China Dongxiang (Group) Co., Ltd.
Chen Yihong
Chairman

Hong Kong, 10 December 2010

As at the date of this announcement, the executive Directors of the Company are Mr. Chen Yihong, Mr. Qin Dazhong and Ms. Sandrine, Suzanne, Eléonore, Agar Zerbib, the non-executive Director of the Company is Mr. Gao Yu, and the independent non-executive Directors of the Company are Mr. Jin Zhi Guo, Dr. Xiang Bing and Mr. Xu Yudi.